

## **Creating a new bike tour in Buenos Aires**

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Bachelor's Thesis  
Hospitality Management  
04/12/2013





<b>Author</b> Anssi Tapola	<b>Group or year of entry</b> 2010
<b>The title of thesis</b> Creating a new bike tour in Buenos Aires	<b>Number of pages and appendices</b> 40 + 19
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<p>Tourism as well as the number of international tourists are growing at a rapid pace. Thus, both the demand for tourism services and the variety of tours is increasing. The ubiquitous bus sightseeing tour may no longer be the most desirable way to see the city but instead ecological bicycling are emerging as a more attractive option. Naturally by biking tourist feels to be part of the city's pulse while enjoying the attractions of the city from a different perspective.</p> <p>The purpose of this product type of thesis was to create and implement a completely new bike tour for the benefit of Biking Buenos Aires, a company where the author completed his international work placement. The study was conducted in early 2013 in Buenos Aires, the capital of Argentina, commissioned by Biking Buenos Aires. The author of the thesis worked as a tour guide and was independently responsible for the entire planning, guidance and organization of the new bike tour.</p> <p>The objective of this thesis was to organize and conduct a successful test tour for ten exchange students of UADE (Universidad Argentina de la Empresa). The aim was also to meet the values and wishes of Biking Buenos Aires so that they the choice of introducing the new bike tour to their range of sales products.</p> <p>The theoretical framework was based on literature on tourism service product development and the process of product planning as well as tour guiding.</p> <p>In conclusion, the new bike tour turned out to be a success. Everything went well and the author received positive feedback from the customers and the personnel of Biking Buenos Aires. The commissioner, Biking Buenos Aires, decided to introduce the new tour to their new range of sales products.</p>	
<b>Keywords</b> New sightseeing tour, biking tour, product development, Buenos Aires, bike tour guide, Biking Buenos Aires (Biking BA)	

Matkailus koulutusohjelma

<b>Tekijät</b> Anssi Tapola	<b>Ryhmätunnus tai aloitusvuosi</b> 2010
<b>Raportin nimi</b> Uuden pyöräkiertoajelun luominen Buenos Airesissa	<b>Sivu- ja liitesivumäärä</b> 40 + 19
<b>Ohjaajat</b> Annika Konttinen, Anu Seppänen	
<p>Niin turismi että matkustavien kansainvälisten turistien määrä kasvaa kovaa vauhtia. Täten myös turismipalvelujen kysyntä laajenee ja erilaisten kiertoajelujen mahdollisuus kasvaa. Se normaaliksi mielletty bussikiertoajelu ei välttämättä enää ole juuri se haluttava tapa nähdä kaupunkia vaan sen sijaan ekologinen pyöräileminen alkaa ilmaantua kiertoajelujen suosioon. Luonnollisesti pyöräillessä tuntee olevansa osa kaupungin sykettä nauttien samalla kaupungin nähtävyyksistä eri perspektiivistä.</p> <p>Tämän produktiivisen opinnäytetyön tarkoituksena oli luoda ja toteuttaa täysin uusi pyöräkiertoajelu opinnäytetyökirjoittajan työharjoitteluyritykselle Biking Buenos Airesille. Opinnäytetyö toteutettiin Biking Buenos Airesin toimeksiantona Argentiinan pääkaupungissa Buenos Airesissa alkuvuodesta 2013. Opinnäytetyön kirjoittaja toimi pyöräoppaana ja oli itsenäisesti vastuussa koko uuden pyöräkiertoajelun suunnittelusta, järjestelystä ja sen opastuksesta.</p> <p>Tavoitteena oli luoda ja järjestää onnistunut pyöräkiertoajelu. Pyöräkiertoajelun tulee koeajamaan kymmenen UADE:n (Universidad Argentina de la Empresa) vaihto-oppilasta. Opinnäytetyön tavoitteena oli myös vastata Biking Buenos Airesin toiveita ja heidän arvoja, siten että heillä on päätösvalta ja mahdollisuus ottaa uusi kehitelty tuote heidän myyntituotevalikoimaansa.</p> <p>Työn teoreettisessa osuudessa käsiteltiin matkailun palvelutuotteiden suunnittelua ja kehittelyä sekä uuden pyöräkiertoajelun toteutusta ja sen arviointia. Teoriaosuudessa kerrottiin lisäksi opastamisesta ja oppaista sekä perehdyttiin niiden saloihin.</p> <p>Uuden pyöräkiertoajelun toteutus oli onnistunut. Pyöräopas keräsi paljon positiivista asiakaspalautetta ja niiden perusteella asiakkaat vaikuttivat erittäin tyytyväisiltä pyöräkiertoajeluun. Opinnäytetyön tekijä kehitti opinnäytetyöprojektissaan ammatillista osaamistaan sekä paransi työskentelyään paineen alla. Lisäksi Toimeksiantaja Biking Buenos Aires sai uuden tuotteen heidän myyntituotevalikoimaansa.</p>	
<b>Asiasanat</b> Uusi kiertoajelu, pyöräkiertoajelu, tuotekehittäminen, Buenos Aires, pyöräkiertoajelun opas, Biking Buenos Aires (Biking BA)	

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# 1 Introduction

In 2012 there were one billion international tourists according to United Nations World Tourism Organization UNWTO and 1,8 billion international tourists are expected by 2030. The Sightseeing tour is the most popular type of tourist activity. It is an activity that any tourist can enjoy; old and young, the fit and impaired, women and men, regardless of nation or social class. The demand grows every year and different types of subfield tours are emerging. The sightseeing tour is not anymore just a passive through-the-tour-bus-window sightseeing.

A company called Biking Buenos Aires, also known as Biking BA, is operating in Buenos Aires, in the capital of Argentina. It was founded in January 2010. The company is specializing in planning routes, organizing and implementing biking sightseeing tours around the central area of Buenos Aires. Having been recommended for the job via a Finnish friend living and working in the company, I conducted my internship in Biking BA during the period of January to May 2013. The idea of making a new tour in Buenos Aires emerged during the internship and since I have specialized in tourism product development, a product type of thesis was a natural choice. Various sightseeing and theme tours are also arranged by the company.

The objective of this product type of thesis was to plan in-depth a comprehensive new tour what Biking BA did not have in their range of product and implement and guide the test ride of the new tour completely. The route needed to be designed, the most convenient stopping points for tourists to take pictures were selected and, a list of the attractions and sights to tell about regarding the new tour was assembled. Timing the route accurately by minute and taking into account all kinds of safety precautions when anticipating perils that could be faced during the journey and thus minimizing them was a paramount importance. After all, the clients are moving on bikes and riding on the streets crossing intersections in a city where 13 million people live.

Upon planning this new tour, I had the benefit of being supervised by the Biking BA personnel. The planning of the tour corresponded with the expectations, aims and

values Biking BA personnel. The success of the tour is examined from the perspective of the enterprise since one of the objectives of this tour is to develop the company's visibility and expand the marketing. Biking BA was very pleased with the idea of creating a completely new tour directed to one of their largest target markets: students. In the process of planning the tour, the company provided all its support and ample resources whenever needed. After the profound planning and implementation of the new bike tour Biking BA had the power to considerate the new tour to the new range of sales product.

The disposition of the thesis is the following: conceptual and theoretical framework followed by chapters on planning, implementation and evaluation of the new bike tour. The conceptual framework introduces the city of Buenos Aires as well as the company Biking Buenos Aires. In the theory part product development in tourism is introduced step by step. Moreover, tour guiding, the product planning of the bike tour and the service process development are illuminated. In the evaluation part, found in the conclusion, improvement suggestions and the exchange students' opinions about the new tour are briefly presented. My own role as tour leader as well as the Biking BA managers as commissioners are also described. Finally the role of participants, the exchange students, is discussed.

## 2 Biking Buenos Aires

Biking Buenos Aires was founded in January 2010 by William Whittle and Robin Gerlach, both from the United States of America. William is from California and Robin is from Colorado and they had met at university in California. After graduation they started to travel and found themselves in love with Buenos Aires. They both valued outdoor activities where biking captured the biggest part of their interest and decided to start their own enterprise by initially showing to their friends and then subsequently to other people what a nice and vibrant city Buenos Aires is. They had previously explored most cities by bike and realized that the bicycle is hands down the best way to discover any new environment. Their website can be found at [www.bikingbuenosaires.com](http://www.bikingbuenosaires.com).

Notably, in almost four years of its operation the company has succeeded to get ranked second out of 187 activities in Buenos Aires by Tripadvisor and has succeeded to receive a Certificate of Excellence in 2012 and in 2013 (Tripadvisor 7.10.2013). The company has currently four employers whose are guiding tours, including William and Robin. They describe themselves as

*“We are bicycle tour guides, world travellers, students, entrepreneurs, sport enthusiasts, storytellers, and most importantly, friends. We are people who have fallen in love with this city and we can’t wait to show you why”.* (Bikingbuenosaires 2012.)

In 2013 they offered five tours, three sightseeing tours; The Buenos Aires Ultimate City Bicycle Tour (Full City), Parks & Plaza Signature Tour (North City), Heart of the City (South City), and two theme tours; The Graffitimundo Bike Tour and Arts in ArchitectTour. In every tour a bilingual guide(s), bicycle, bell, basket, helmet, water, yerba mate, snacks, safety gear and rain poncho for just in case are included. Moreover in The Buenos Aires Ultimate City Bicycle Tour (Full City), which is the longest tour (seven-hour tour) and Heart of the City a lunch is included. The most recent tour is a theme tour named Secretour, which is available only for those who complete the Ultimate City tour. It is so secret that just Robin and William know about it.

Table 1. Tours information in Biking Buenos Aires (Bikingbuenosaires 2013)

<b>Tours</b>	<b>Name</b>	<b>Availability</b>	<b>Duration</b>	<b>Price</b>	<b>Departure time</b>
<b>Sightseeing Tours</b>	Ultimate City	Everyday	7h	USD 90	10 am
	Parks & Plazas	Mon, Wed, Fri	4h	USD 45	9 am & 3 pm
	Heart of the City	Tue, Thu, Sat	5h	USD 60	9am & 3 pm
<b>Theme Tours</b>	Art & Architectour	Sun	4h	USD 45	1 pm
	Graffiti Tour	Sun	4h	USD 35	3 pm

As Table 1 indicates, Biking BA prices its tours between the range of US 35- 90 for its tours depending on length of tour, services/amenities included, and cost of tour. The prices charged are in range on average with competitors' market rate for bike tours. Prices are established with the intention of competing in the marketplace while exceeding the monthly costs. Costs for tours include the guide's wages, bicycle storage costs, food costs for passengers, and depreciation (a small amount is figured into each tour). While other competitors who have been in the market for longer offer a lower price than Biking BA, the higher level of service provided by Biking BA justifies the price. The majority of Biking BA's clients come from Europe and North America, in other words, markets where service is expected to be of high level and prices are generally related to service level. Biking BA accepts payment in both US dollars as well as in Argentine pesos to be more inclusive and convenient for all clients. Biking BA



also has a PayPal account so it can accept payment from credit cards online in a secure transaction, this is advantageous as it can be difficult to use credit cards in many places within Argentina. (Engelby 2012)

Biking BA has very strong presence and frequent commentaries in social media such as in Facebook, Twitter and Pinterest. Notably, Biking BA is very active in the social media and often updates the pages with linking bike-themed articles found in newspapers and adding pictures taken from the conducted tours. The influence of social media is vital for Biking BA's business. Biking BA has also listed the services in the world's largest travel site Tripadvisor, which is a free of charge unbiased website that enables travellers to plan the trip of their dreams. Tripadvisor offers trusted advice from real travellers and a wide variety of travel choices and planning features with seamless links to booking tools. Tripadvisor covers trip advises, offers reviews and opinions in accommodations, restaurants and attractions. The sites operate in 34 countries worldwide. (Tripadvisor 2013) The reviews left by travellers leave on Biking BA's page in Tripadvisor have essential importance in the business and its functions.

Competition in the tourism sector in Buenos Aires is relatively wide but so is the demand as well. Direct and indirect competition are both affecting to Biking BA in a way or another. Direct competition is represented by other bike tourism companies in the greater Buenos Aires area. As Figure 1 illustrates, there are three other bicycle tourism companies that offer a variety of similar services and products as Biking BA: Urban Biking, La Bicicleta Naranja and Lan and Kramer Bike Tours. (Engelby 2012)

Urban Biking has been offering tours in Buenos Aires since 2002 and is the bicycle tourism company that offers the level of service most similar to that of Biking BA. Urban Biking features tours within the greater Buenos Aires on similar routes and features many of the same tourist sites as Biking BA. Urban Biking's website is professionally created with a Spanish domain (es.) and has additional pages among English featuring the following languages; Spanish, Portuguese (Brazilian), French, Dutch, and German. Urban Biking tours feature many of the same amenities offered by Biking BA, including bike, helmet, bilingual guides, and the traditional Argentine

beverage *yerba mate*. Urban Biking also features tours outside of Buenos Aires as well as a combination of biking and kayaking tours in the Tigre river delta. In addition to bike tours, Urban Biking also offers bike rentals. Urban Biking's website shows that it has obtained sponsorship through many organizations in support of eco-tourism and sustainable tourism. Urban Biking accepts payment via PayPal. Finally, Urban Biking is considered to be highly competitive with Biking Buenos Aires. (Engelby 2012)

La Bicicleta Naranja (Bici Naranja) is a locally owned company that has been operating in greater Buenos Aires since 2004. Bici Naranja offers tours with stops at tourist sites very similar to those of Biking BA's and also offers theme tours such as an Aristocratic tour and also a Ghost, Legend, & Myth tour. Being a local Argentine company that mostly employs Spanish speaking guides the proficiency with the English language is one weakness of Bici Naranja which can be noted on the company's website, which is in some cases poorly translated. Although the market for English speakers may be more difficult to attract for Bici Naranja, they can target the market for inbound travelers from other parts of the Spanish-speaking world. In addition to bike tours, Bici Naranja offers bike rentals, which include tour maps allowing customers freedom to navigate the city on their own. The bike rental business of Bici Naranja appears to be a very successful aspect of the business. A new feature offered by Bici Naranja is a bicycle delivery service to hotels, allowing customers to rent bicycles from anywhere in the city. A considerable weakness of Bici Naranja is that the company accepts only cash payments at the meeting place. The level of competitiveness between Bici Naranja and Biking Buenos Aires is high. (Engelby 2012)

Lan and Kramer (Biketours.com.ar) is the oldest bike tour operator in the Buenos Aires area, offering tours to the North and South, with similar routes as offered by Biking BA. All tours are offered with two guides, one English and one Spanish speaking, and child seats are available as well. The prices of tours offered are more competitive than those offered by most companies (including Biking BA), with tour prices ranging from USD \$40 for a 3-4 hour tour. The company also offers bike rentals at very competitive prices. In addition to tours within the Buenos Aires, half and full day tours are also offered in San Isidro and the Tigre river delta. The website advertises

that it offers tours in English, French, Dutch, Portuguese, and German languages. One apparent weakness of Lan and Kramer bikes is that there is no way of paying online and the company only accepts payment in cash at the tour meeting site. The company also offers discounts to local residents who desire to provide their own bike for tour services. The level of competitiveness for Lan and Kramer Bike Tours is moderate to high. (Engelby 2012)

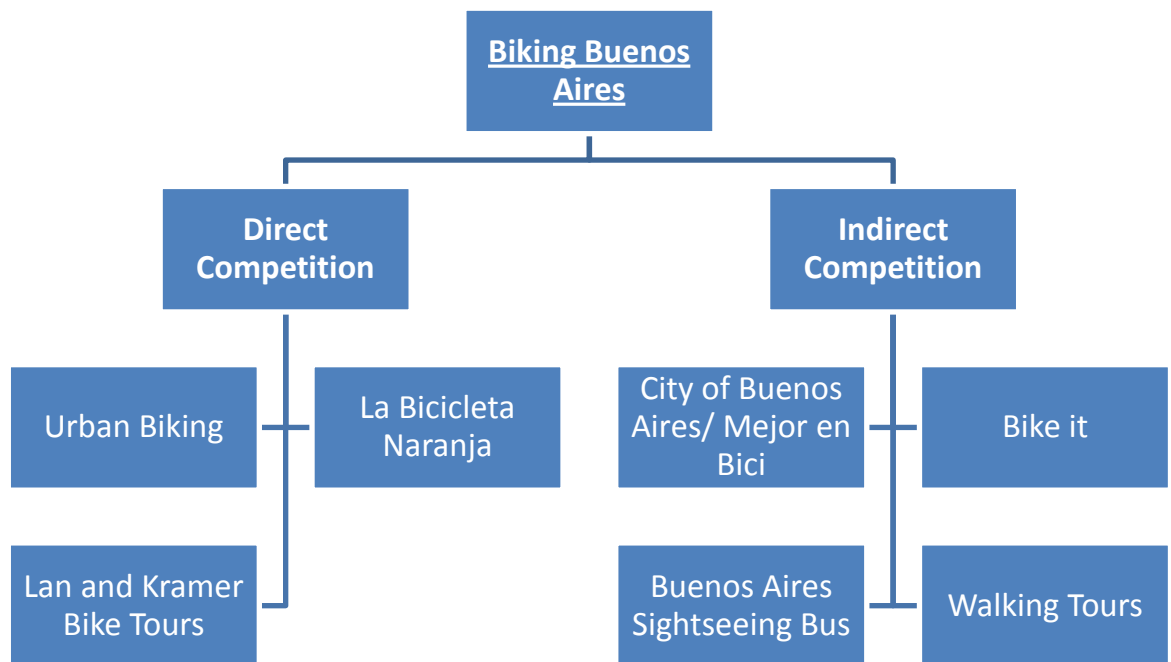


Figure 1. The competition of Biking BA. (Engelby 2012)

As Figure 1 indicates, there are a few more potential forms of rivalry. Indirect competition affects in some way the business of Biking BA and are to be considered to take away Biking BA's customers. The city of Buenos Aires under current (October 2013) Mayor Mauricio Macri installed a system of bicisendas (bike lanes) and bike sharing stations based on the model in Barcelona. Under the bike sharing system residents of Argentina are allowed to check out a bicycle and a helmet for use of up to one hour at a time when showing the national document of identity. This service is not available to tourists who do not have documentation, therefore this is not viewed as a form of competition. (Engelby 2012)

Bike It is a bicycle tourism company that offers a combination of bicycle tours to the Tigre River Delta outside of Buenos Aires, however it does not offer tours within the city of Buenos Aires. Bike It is a locally owned company whose website has been created under an Argentine domain (.com.ar). Bike It is a company which has formed an alliance with Biking BA, the two companies do not compete with one another but rather can act as complimentary services and therefore recommend each other's services and often send referrals amongst the two firms. Bike It offers tour services in English, Spanish, French, and Portuguese. (Engelby 2012)

The tourist Buenos Aires hop-on hop-off –type of sightseeing bus perhaps has the biggest customer base. Usually people who would rather sit on a bus in traffic with head phones on are lacking the sense of touring that Biking BA market towards to. Public, private, and free walking tours are popular; however, walking through a big city limits people from seeing more in less amount of time. In addition, the only mode of transportation besides walking would be to take public transportation which can be cumbersome most of the time. Finally, walking can also be considered more strenuous than biking. (Engelby 2012)

### 3 Destination Buenos Aires

The Republic of Argentina is located on the tip of South America, as seen on the left in Figure 2, encompassing a wide array of geography and climates. Argentina is roughly the size of India and borders Uruguay, Brazil, Paraguay, Chile and Bolivia. Buenos Aires is located in the east coast of the country slightly north from middle by the La Plata River and the Atlantic sea, as can be seen on the right in the Figure 2.



Figure 2. Argentina's map and its location in the world (Whereig 2012 and Lonely Planet 2012)

Buenos Aires is the capital city of Argentina, the most European city in South America. Buenos Aires is a large city but most of the attractions are within the downtown area which is of decent size and includes the neighbourhoods of Microcentro (Eastern part of the neighbourhoods of Montserrat and San Nicolas), Recoleta, Palermo, San Telmo and La Boca whose location can be seen in Figure 3. Microcentro holds the most of the city's important and historical buildings and museums. Palermo is full of green parks (down-right in Figure 4), cosy restaurants and great bars. Recoleta holds the famous cemetery (down-left in Figure 4). San Telmo (up-right in Figure 4) is the birth place of the main tango culture and the area where the world famous football club

Boca Juniors comes from and what has the colourful housing all over the neighbourhood is called La Boca up-left in Figure 4). (Sao 2010, 48-56)



Figure 3. Neighbourhoods of Buenos Aires (Quetiempo 2013)

With the exception of La Boca, in all of these neighbourhood it is possible to do shopping in big and modern shopping malls. In Buenos Aires the football is a huge passion for the locals. Two of the biggest teams, Boca Juniors and River Plate are coming from the capital city. Buenos Aires has plenty of European architecture, vivacious nightlife, and atmospheric neighbourhoods. All these interesting surroundings are easily accessible by local transportation or by foot. (Sao 2010, 55-57)

The city itself has almost as much registered cars than Finland has inhabitants. The Buenos Aires has approximately 13 million people living in this city and the number is rising, as well as the number of automobiles. The year of 2013 it is estimated to be the record year of 462 000 new car purchases which is 16,2 per cent more vehicle sales than the previous year. (Oica 2013) A sustainable transportation is arising in Buenos Aires and the local officials have taken it as a priority in their infrastructure

enhancement. Notably, more than 100 kilometres of protected bike lanes have been built. (BBC 2011)



Figure 4. Central neighbourhoods of Buenos Aires: La Boca up- left, San Telmo up-right, down-left Recoleta, and down-right Palermo (Assistanceexpatsbuenosaires 2011); (Enbuenosaires 2011); (Cityknown 2009); (Buenosairesexperienceblog 2012)

However, Buenos Aires is not a very biking friendly city or considered as a biker friendly in spite of the fact that the city has been building bike trails since July 2009 and has built 100 kilometres of bike paths in May 2013. The plan is to reach up to 130 km of biker friendly trails in 2013 that are safe as well and separated from the rugged and always hectic automobile traffic. That is the main reason why biking has been booming and you are able to spot a bike shop increasingly frequently more and more, with the results fact that bike purchases have skyrocketed. Furthermore, the city of Buenos Aires has built a program of free bike rentals (Ecobici 2010) and made a plan of how the locals can be able to use and rent a bike from specific booths to enhance the movability from place to a place and support ecological and sustainable methods in transportation.

Due to the insurmountable fact that Buenos Aires has many cars in the city, it is really hard to design a totally new tour that would provide experiencing the main attractions and the use of new routes what have not been used before by Biking BA because the possible routes are already in use. Riding in bike paths is essential and a fundamental matter to necessitate a safe bicycle ride with customers.

## **4 Product development in travel and tourism**

A tourism product is a service product that is produced and consumed simultaneously. Since service is intangible, it cannot be stored, and not patented. A large proportion of the product is represented by the interaction between the customer and the service provider. Thus the basic assumptions of modern marketing are customer-oriented and operation are developed to their needs. The customer is the person to whom the services are applied, and also the customer is the one who determines the quality of the product. It is therefore important that the company's idea of what the product is would be based on customer-oriented thinking. (Komppula & Boxberg, 21)

The tourism product represents the customer's personal experience, so the tourism company cannot finalize the product for the customer. A tourism company is therefore seeking methods to increase the value of the product and also to create the conditions for the creation of the product. These conditions include of three components: the service system, service process and service concept. (Komppula & Boxberg 2002, 21)

Service concept is defined as something that is offered to the customer. Service concept refers to the product idea that was created on customer's needs and the value received from the product. The service concept is based on customer needs, which are based on the motives of travel. (Komppula & Boxberg 2002, 22)

The process refers to the service functions and processes that are required in the implementation of the service. In the service process the customer only sees the visible parts, but in reality the process includes all preparations completed prior to done the implementation of the service and other background functions and facilities as well. (Komppula & Boxberg 2002, 22-23).

The service system consists of internal and external resources what is needed so that the service process can produce the service. External resources include the company's operating environment in which the company operates. Internal resources include the company's staff and management style. (Komppula & Boxberg 2002, 23-24)



The above-mentioned necessary conditions for the customer-oriented tourism product are illustrated below in Figure 5.

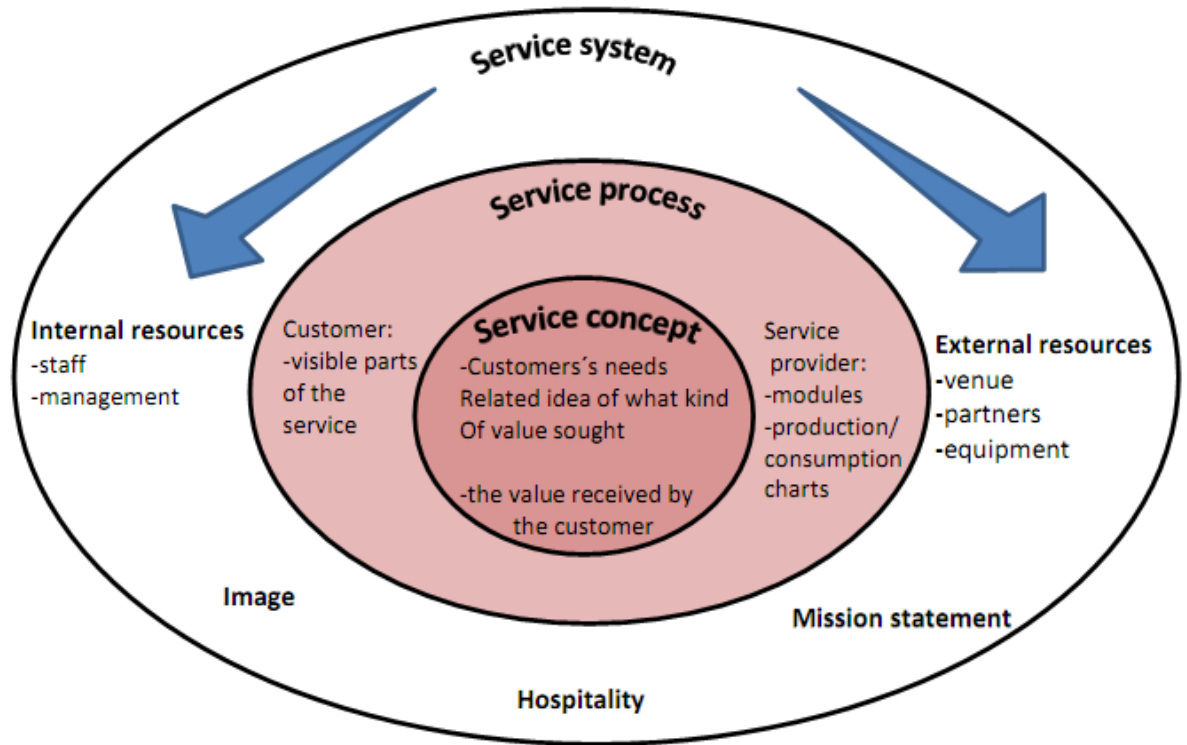


Figure 5. The necessary conditions for the customer-oriented tourism product.  
(Komppula & Boxberg 2002, 24)

#### 4.1 Product desires in tourism

A tourism product is increasingly much expected to be a personal unique experience giving a lifelong memory to the customers. Since the 1990s especially eco-tourism areas and activity program companies have started to market their personal unique experience products and services. The personal unique experience is primarily a positive experience and usually refers to the creation of pleasure, so sources can be classified into three different categories on the basis of the type of pleasure in question: physical, social or psychological sources. (Komppula & Boxberg 2002, 26-31)

Physical experiences are offered by many sport activities and services that focus on beauty and on physical relaxation. Social experiences can be a journey's motive; visiting friends and relatives (VFR). For some people spending time with family or friends can

be only done by travelling. Also to get acquainted with new people or a new culture can be a unique social experience. Psychological experiences may occur by getting aesthetic or spiritual experiences from the culture, traditions, history or through art. To retreat to in the total silence of a monastery can be a lonely and unique psychological experience. All of these personal unique experience sources can be included in the same overall experience by having an appropriate environment to provide deeper and stronger sensation and thus embodying a physical experience. (Komppula & Boxberg 2002, 26-31)

A good tourism product can be seen from the angle of many different parties. The product will be holding expectations from the customer, producer, retailer, and sometimes even from the region where the product will be implemented. A good product is satisfying all of these parties. (Verhelä & Lackman 2003, 74) Their expectations have to be supporting each other or in long-term the desired result will not be reached. (Komppula & Boxberg 2002, 90) By dividing these four parties into groups makes it easier to perceive where the attention must be paid when planning a new biking tour.

For the **customer** an important feature is that the product is safe and credible. There must be something distinctive and what leaves a memory trace. The product's price and quality level is in place and in line with expectations. The service satisfies and preferably exceeds customer expectations. For the **producer** it is important that the product has a commercially viable price and that the service is proficient and functions without extra costs. The target market customers are interested in that product. The producer identifies his own work and ensures that it is easily available for sale. For the **retailer** it must be simple, interesting and trustworthy. The new product must be merging to other products and has to have increasing user potential. Moreover it must be interesting for them to sell. The **region** appreciates the tourism product if it provides workplaces and economic benefits to its environment. The region's visibility and attraction factor grows. The product builds functional networks and subcontracting chains. The tourism product is nature and environment-friendly. (Komppula & Boxberg, 2002, 90-91)

## **4.2 Tourism service –product and its production**

The most important factor of any tour is safety, even when it is a city sightseeing bus tour or an extreme adventure tour the tourists must return home safely. The tour structure is a circle: it starts and ends at where it started. A tour does not end nowhere else if not pre-specified the place. The objective of a tour is to have an experience and it begins with a desire. (MacCannell 2011, 63-68)

Desire comes when tourist is aware of what he or she is going to obtain. He or she knows about the object and when it is combined with the wish to go there, it becomes the one of purest forms of excitement. (MacCannell 2011, 63-68) The genuine enthusiasm is pursued and liked to be created for the new tour, not just by the fact that it is a free tour for exchange students. When announced the date to the clients, they trustworthy keep their word of taking part in the tour. Understanding the importance for the author and to Biking BA would be the fundamental reason and, of course, for the students it would be experiencing something unique while they are residing in Buenos Aires.

The route must be published beforehand and an itinerary prepared for telling the tourists about the attractions and sights that they are about to see. An important component of any plan is outfitting. Sometimes the circumstances need a special requirement of outfitting. Moreover, the proclamation of food and beverages and their ingredients what will possibly be enjoyed during the tour to avoid food allergies. The planning phase had to be thought for the first-time travellers and built to stimulate their expectations by avoiding risky behaviour and all kinds of inconveniences. (MacCannell 2011, 63-68)

## **4.3 Product development process**

The product development process is a process described in different kinds of product design models. Komppula and Boxberg's –model below in Figure 6 shows tourism product's product development model which is a product development process in

which the vision of the product is connected and carried out with the necessary conditions for the tourism product.

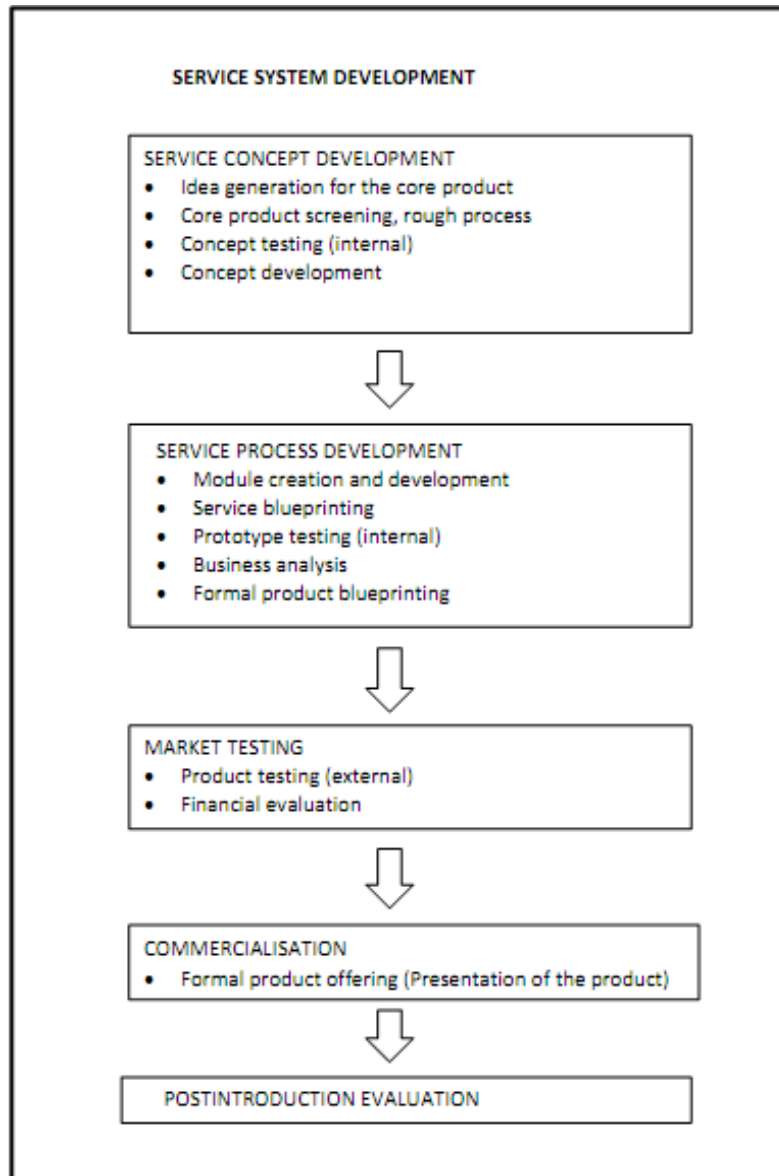


Figure 6. Tourism product development process (Komppula 2001,19)

The first stage is service concept development, which can be divided into four phases: idea generation, core product screening, concept development, and concept development. (Komppula 2001, 17)

The service process development includes creating and developing the service modules and at the end of the phase the final formal product can be developed as a blueprint

for the producers. Moreover, this phase indicates business analysis by blueprinting each module as a chain of activities with time scheduling and costs, and then testing the prototype by the personnel. In the market testing phase the product is tested by an external group of people. The aim of the testing is to obtain the potential improvement suggestions and functions as an act of marketing to the distribution channels such as intermediary. After this the product is identified for commercialisation and ready for postintroduction evaluation analysis. (Komppula, 2001, 17-18)

## 5 Product planning of the bike tour & Service concept development

The new tour is operated by the author as a city tour guide to a maximum number of ten customers who are exchange students of Universidad Argentina de la Empresa (UADE) where one Finnish friend was studying as an exchange student for one semester. The maximum number of ten people are due to a security question of what one guide can be guiding, assuring safeness at all times. More people would cause risks in the traffic and in the group's mobility, and decrease the guide's vigilance of monitoring of the surroundings, customers and possible upcoming perils simultaneously. In short, the less people the easier to roll a tour smoothly, but not necessarily the most beneficial to the company.

The new tour would take approximately four hours including a snack break and a quick enjoyment of the local yerba mate –drink - traditional customary tea.

*Mate* is actually so traditional that it can be seen enjoyed on a daily basis everywhere. Consequently, what it is and how it is supposed to be drunk would need its own chapter, explaining its whole unwritten traditional method almost like a ceremony of enjoying the drink. (To learn more about *Mate* see appendix 2.)

### 5.1 Tour guiding

There are many ways to describe a tour guide and a tour guide could be anyone who leads a tour for a group. For this reason it was decided to clarify the differences between different kinds of guides below in Table 2. In this way the readers of this thesis know what belongs to each ones responsibility and what kinds of expectations a specific guide has. Moreover, in the tourism industry there is a definition for tour guide and it is the following:

*“A tour guide is someone who takes people on sightseeing excursions of limited duration”.* (Mancini 2001, 4-5)

Table 2. Guidelines for distinguish a guide. (Mancini 2001, 4-5)

<b><u>Guides</u></b>	<b><u>Their function</u></b>	<b><u>Working area</u></b>	<b><u>Other notable things</u></b>
<b>On-site guide</b>	Usually given by foot.	A specific building, attraction or limited area.	
<b>City guide</b>	Usually working in a vehicle e.g., bus, van	Points out and makes commentaries over the city's highlights and attractions	
<b>Driver guide</b>	Only works in a vehicle, usually in their own	Same as city guide but takes a small number of individuals on board.	Offers exclusive services and tours
<b>Private guide</b>	By agreement	By agreement	Separately hired for visitors' own use
<b>Specialized guide</b>	In physically demanding circumstances. Also known as adventure guides	Must be experienced in e.g., rafting, diving, paragliding, etc. Another type of specialized guide is one who possesses considerably knowledge about history, art and culture of a country	Are unique for their skills or expertise. Many of them are working independently and are hired by a company as a freelancer.
<b>Step-on guide</b>	Groups visit their region, guides tend to hop-on and hop-off to the busses	Tells the overview about the region or city	

For the exchange student participants the new tour was conducted under a name of a city guide. The vehicle in utilization was a bike, and the city's history was taught, interesting attractions were pointed out, commentaries about the country's cultural habits were made and Buenos Aires' highlights were revealed.

## **5.2 The creation of the service concept**

It was necessary to brainstorm in meetings the new tour with the general managers of the Biking BA. With the commissioners ideas were shared and reflections about the needs of students and what they particularly might like to see and do. Moreover, the most essential matters that had to be included in Biking BA's tours as well as where the best feedback would be gathered were discussed. The decision of cutting the whole tour into three parts was taken. The parts included; the beginning, the riding part itself and the after tour -part.

The tour begins with having everybody assembled together and when doing so it must be remembered that the international students do not know anybody and the environment where they have arrived in is all new and different. Always a good cultural ice breaker is to start by sharing and drinking *mate* (see appendix 2) and enjoying little cookies until everybody has arrived to the meeting point. After having enough of *mate* and cookies the opening of introducing ourselves to each other begins.

The tour itself desirably had to be a sort of introduction tour to the students in order to have a glance of where and in what kind of country they have just arrived. The tour is more concentrated on socializing with the other students and letting them know and make friends among themselves rather than doing an intense riding and giving a lot of information. The tour ideally shows and tells about the main parts of the city but something special as well where with buses they could not reach and where they would just go with someone who knows well the city and what would make the bicycle riding feel more special than a bus tour. The speeches must be short but informative, and more informal and relaxed to generate nice laid-back atmosphere.



The finish is always a hard part and sometimes it might be even awkward when after a lovely bike ride with new fun people the tour all of a sudden has to come to an end and everybody is supposed to leave their bikes and go home to different directions wherever they might be living. First rewarding them for a successfully ridden bike tour with *alfajor*, a typical Argentinian chocolate cookie, and for engaging the students and keeping on the good vibe an idea arouse of having an after tour –bar section included in the tour. After all the clients in question are students, and especially, exchange students who are known for wanting to have fun and party a lot. In the bar they can retain the new friendships just made and get to know each other even better. The bar would provide special priced beverages and perhaps food. Also in the bar it is possible to teach a bit more of the habits in Argentina, tell about interesting places to visit and mention what kind of discounts Biking BA is willing to offer for them and their friends and families in potential tours made in the future. Moreover, an idea of a table set up in a bar having all kinds of flyers from the affiliates of Biking BA on them in order for the students to be able to see what kind of activities or what else might be interesting for them to see, and which companies are collaborating with Biking BA.

### **5.3 Screening the values of the customers**

To know more about the needs and desires of the students the investigation had to be started by asking questions from foreigners, and especially from the exchange students about their expectations. Due to established friendships it was relatively easy to approach the exchange students and ask the opinions of what they would have liked to see and know straight after arriving to Buenos Aires. The few questions had to be considered thoroughly for obtaining the answers that would be very useful and relevant for the new tour and for future use within the Biking BA. The questions included:

- 1) What would you have liked to know straight after when you got here in Buenos Aires?
- 2) What was/ still is the hardest part to adapt to?

### 3) Is there anything you would like to know more about?

The answers regarding what the exchange students would have liked to know straight after landing was: the blue dollar and how and where to exchange money.

Pickpocketing, local transportation's peak hours when it is almost impossible to get in, SUBE- card, general advice on keeping oneself safe, and Ecological Reserve. The hardest part to adapt to was the language barrier, feeling unsafe, abundant traffic and intense car honking culture, and currency. Matters that demanded further explanations included why in Argentina there was no way to get foreign currency out of banks or from exchange booths, why there were no Apple retail services and the rest more or less related to above. Eventually the answers were used in creating a handout -sheet to distribute in the bar- part of the tour.

When people are coming to the meeting place individually the idea is starting to build up a relaxed feel by talking to them and offering mate and little cookies to snack while waiting that everybody have arrived. Since the time is right to start and everybody seems to be arrived the tour leader would introduce himself by telling who he is, why he is here in Buenos Aires, why he is making this tour to them, and then the launch of presenting the plan of the day, however, before that there would be a game to create the expected relaxed and fun atmosphere to even more to everybody.

#### **5.4 Concept testing internally and planning the new route**

The idea of planning the route started when the idea of what should be shown to the students was ready. The route's duration also limited the places where to go when the decision was made to keep the tour as an introduction tour of the city around three and a half hours. The route developed when the key points were decided: the starting point, Plaza de Mayo (the city centre), Parrilla Mi Sueño (Biking BA's specific lunch place that is illuminated in Figure 7), and the Ecological Reserve (the furthest point of the tour).

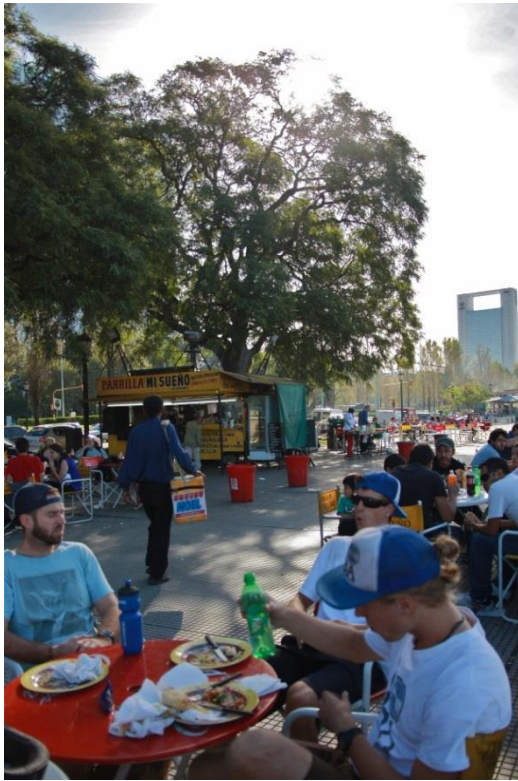


Figure 7. Biking BA staff having their lunch at their specific lunch place, Parrilla Mi Sueño.

To reach the desired time frame, which was three and a half hours due to the thought that having a tour more than four hours might be perceived as too long. Also the exchange students might get bored of riding and if having fewer hours with bikes it was not possible to sense Buenos Aires well enough. The tour includes a lunch break what always takes about one hour according to previous experiences in tours executed with large number of clientele. Due to the previous experiences it was recommendable of going directly towards the Ecological Reserve which was the furthest point and keep the speeches at the stops short telling just the most important facts and the most interesting stories about Buenos Aires. The purpose was not to tell in-depth information as the tour was just a scratch on the surface of the central part of the city.

## 6 Service process development for bike tour in Buenos Aires

Although the tour's stops were planned to be short the information given ideally was very distinct. The idea of having something special on the tour for making it yet easier to the exchange students to understand Argentinian culture was also enforced by relaxed, student friendly and easy approachable guides.

The next step in Komppula & Boxberg's service system model included service process development. Figure 5 indicates that service models had to be produced, consequently the anticipated exceptional feeling was created by designing various modules.

### 6.1 Modules creation and development

The communication with the commissioners William and Robin worked really well, including sharing ideas. Notably, after every meeting we were able to progress further. Meetings were held at least once a week to collate information and update the work done. The flow of information via cell phones, emails and meetings turned out to be uncomplicated and being often in touch regarding this matter helped me to proceed fast and efficiently.

The meetings always followed the same routine: going through the provisional itinerary step by step it was divided in six sections; 1) Route, 2) Orientation, 3) Handout & Follow-up email, 4) Bar Seddon, 5) Presentation, 6) Email to Universities. Basically the purpose was to go through how these different parts of the tour had been developed and whether anything else had to be added or was there something what had not being seen at all. After these the next step to proceed from here on was on the agenda.

For the tour a relaxed atmosphere was expected, yet being informative and very helpful and useful for newly arrived. Plenty of different service models to fulfil the needs of the exchange students were selected. The five created service models are listed below in **bold**.

**Social self-introduction –game.** The way how people would introduce themselves to the rest of the exchange students was to be done in a playful way. This enables to sense that the event will be relaxed. The name game is a social introducing game where everybody has their turn in a circle to say his/ her name to everybody and mention where is he/ she from. Moreover, having a chance to know them a bit better I wanted to add something more, for instance, to ask what is the craziest thing what you have seen so far in Buenos Aires and quickly mentioning the favourite ice cream flavour, and this would be in order to add a bit humour into the conversations as well. The idea of saying the craziest experiences so far was to share among the other students the unique or strange but definitely not normal habit/ experience that would never have happened in their own country. The experience would already be something what they have in common because it had happened in this new environment, city and country. Moreover, ideally that is where everybody would pay attention and be interested in listening and hearing the story about to be told by other people.

**Bar to choose –decision.** After the actual bike ride I wanted to get all together and give the participants a chance to socialize whilst enjoying their discount beverages. It was crucial to find the bar close to where the end of the tour is. If it was too far it might be hard to get people interested in going, hence the bar should be located at a short walking distance. Luckily there was a bar district just two blocks away from the finishing point so it was naturally easy direction to head to.

Choosing the bar out of plenty of options could have been hard but it turned out to be very unproblematic. While living in Buenos Aires and having the chance to know and meet different kinds of people one of these acquaintances was a Finnish student who was living with two local Argentinians as roommates. One of the roommates, was the owner of a bar called Bar Seddon and it was located just two blocks away from the finishing point just at the bar district where the plan was to head to anyway. Bar Seddon was listed in Lonely Planet and in Tripadvisor as well with good reviews in both. The choice of going there after the tour was hereby a very natural and easy choice. Moreover, informing the bar's owner about the tour's progress and the specific date and time turned out to be simple. Bar Seddon had approximately 150

customer places in two floors, easily enabling the reservation upstairs of the for the group's private use.

The bar owner was informed about the tour and about the idea of hosting international students who are new in the city and providing them enjoyable bar experience. Good experiences are always spread by word-of-mouth. With superb experience and splendid memory from the bar the students would return and bring more friends over.

The bar owner was really glad having the group in his bar and was genuinely excited hosting exchange students and thus reserved the upstairs for the use of the tour. Because of the early timing the bar would not be busy with customers what enabled without difficulty the permission of the reservation of upstairs entirely for the use of Biking BA providing privacy for the group. After discussing of discounts bar owner was ready to give beverage discounts as an act of incentive to them to buy drinks. The 50 per cent off discounts included draft beer, cup of wine and coke+ whisky/ rum or fernet (which is very popular in Argentina and secondly most drunk alcoholic beverage after the beer). Coffee and other non-alcoholic beverages would get a discount of 20 per cent. In Figure 8 the tour leader and the exchange student participants are enjoying the discount beverages after the tour.



Figure 8. Tour leader in the Bar Seddon with the exchange student participants.

**Flyer acquisition.** In order to show concretely to exchange students what else Buenos Aires has and has to offer for them, I decided to display a table for flyers where the affiliates of Biking BA appear. In that way ideally the affiliates would gain more customers and would create even better and healthier collaboration with Biking BA.

To approach the affiliates, that were showed in the specific section in the webpage [bikingbuenosaires.com](http://bikingbuenosaires.com), in order to inform them about the new tour and invention and in order to get their flyers in hands. Emails were sent to everybody and a few phone calls had to be made to reach about ten different affiliates including BAFA (Buenos Aires Football Amigos), GraffitiMundo, Bootcamp BA, LandingPad BA, BuenaOnda Yoga, Bike-it and Wander Tours BA for requesting a quick appointment for the purpose of distributing flyers over.

**Handout sheet (appendix 4).** To gain a more comprehensive cultural understanding of the life in Buenos Aires, I wanted to create a handout sheet of useful information and accompanied by entertainment in a bar. Since many exchange students did not understand any Spanish nor did their studies require any Spanish since they were conducted in English, the general picture and conception of the country may vary. Thus, to adapt to the new environment might be difficult due to cultural differences and the foreign language.

The simple idea was to create a slide show with PowerPoint and making a presentation out of it. However, this idea was gradually fading out from presentation to a continuously rolling non-stop slide show to resulting in abandoning the idea upon noticing that the bar should provide a projector and a canvas for projecting the slides. PowerPoint option would have involved an external involvement to create a successful tour and the idea of having additional parties involved might generate more work, more exchange of informing as well as more hassle. Also upon reflecting further on the idea of presenting something in a bar, it was conducted that the students might have already been gazing a wall a lot during university lectures, hereby the idea of making a slide show might not be stimulating. When the utilization of the bar's resources was not anymore requested, the PowerPoint presentation was replaced by a creation of an

A4 sheet that would be made in Microsoft Word and including written information and some pictures. This option would be more compatible with our aim of creating a relaxed talkative atmosphere rather than strictly watch-and-listen model by making a PowerPoint presentation. This A4 sheets would be printed out from the office of Biking BA and distributed in the bar to all participants of the tour. The A4 sheet would be a less distractive option and in this way the students would have their own choice of reading and/ or looking at it or not, speaking and sharing the ideas on the paper within the group and finally it could be taken home if wanted so.

The useful information that would be written in the handouts was the next step to consider of. The ideas were to write a history line briefly, things to get ready for, mentioning our affiliates, Argentinian Spanish phrases what are typical Argentinian, and some *lunfardos*, so called Argentinian slang what they would most probably be encountering. After spending several hours of reflection and writing the handout the information was always more than just one sheet long, though the purpose was to cut down on the use of paper and ink.

Reaching the aim of having all the information just on one sheet it was necessary to delete information, change font and shrink font size. The history line was removed due to the reason of inability of deciding what was useful history to know because of the enormous amount of historically important facts and influential incidents had taken place in the colourful Argentinian history. The next deleted item was the affiliates due to having many of them already mentioned in the flyer in the flyer table in the bar and in the follow-up email they are mentioned once again. The continuous affiliates' input determined to be too excessive. The information was shrunk into good to know facts, get ready for, Argentine slang, and typical Argentine gestures. Also a clear map of the neighbourhoods in Buenos Aires where the names are mentioned was added, Biking BA logo and one good picture taken from Biking BA's tours where I served as the tour leader.

However, to get people interested in that sheet and monitoring the paper that have distributed to them I decided to write the most typical Argentinian gestures as well on



the sheet. Argentinians are known for using a lot of hand gestures while speaking as if emphasizing the matter being discussed. After distributing the sheets it was suggested to look at the handout and check the gesture part so they could be explained how they go and what those mean in practice. In this way the attention towards the distributed handouts was obtained and an interest was generated, however, most importantly the idea was to get some laughs and again engender and maintain the relaxed atmosphere. I wanted to give a comprehensive idea of the gestures by presenting them and explaining in what kind of occasions they might be confronting them. This required acting skills to give an idea of the gestures and when talking about gestures and hand movements it was able to execute in a funny way generating some laughs. The handout sheet can be found in the appendices.

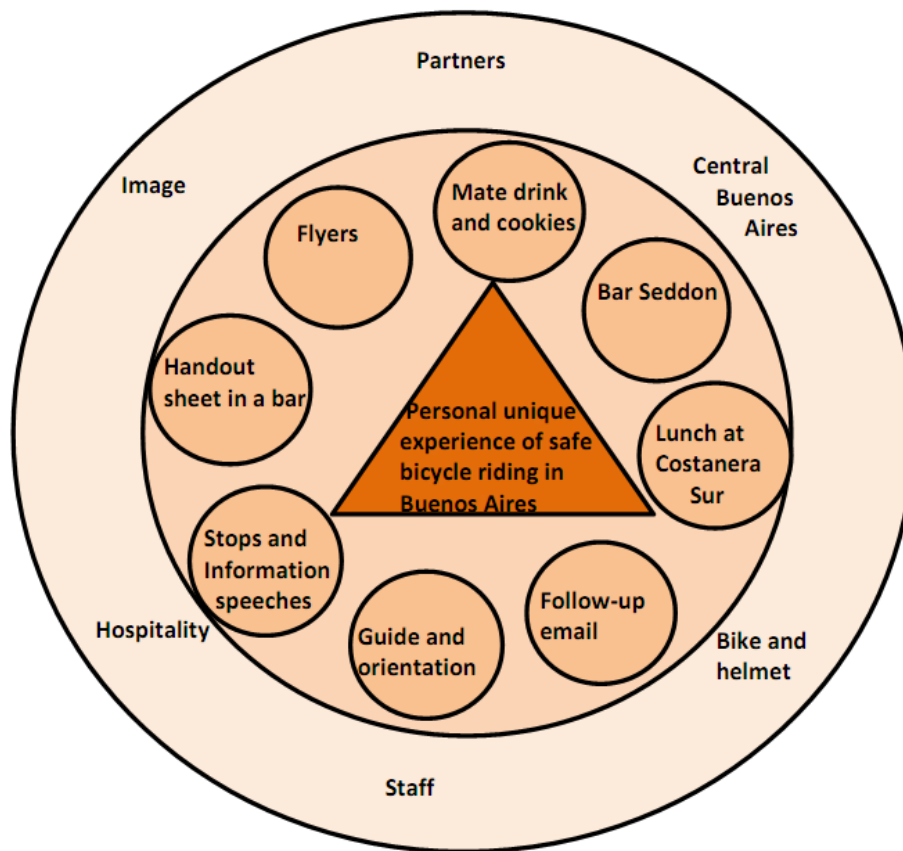
**Follow-up email (appendix 3).** A follow-up email had always been sent to the clients of Biking BA and at this time the exception was not made, so standard procedure was followed in this case as well. The follow-up email is a personalized message to the customers to give acknowledgements of taking part in Biking BA's services. Also if the customers wanted to know more about sights, do something that was not done in the tour, hear some restaurant recommendations or just get further help in some issues they have confronted in Buenos Aires, the tour leader writes them personalized message accordingly as well as giving them the personal recommendations list as an attachment, indicating Biking BA's favourite things to do, great restaurants and useful hints. Also the follow-up email reminds once again the good discount for the next tour reserved. The follow-up email sent to the exchange student participants can be found in the appendices.

## **6.2 Formal product blueprinting & Inventing the name of the tour**

The service concept, service process and service system together forms an opportunity to tourism product what can also be called a tourism service package. The service package consists of several modules. The starting point is a package context, the value received by the customer, where the service modules are used for the implementation. The services organized by the company or companies are all service modules. These

services create a service process and this is where the customer participates. Each service module is realized by an implementation of a different company. This implies that the final customer product is made up of a variety of products to which customers target different expectations and expecting different values from different modules. Figure 9 below illustrates and clarifies what the tourism product is consisting of in this new tour. (Komppula & Boxberg 2002, 24–25.)

Figure 9. Tourism service package. (Komppula & Boxberg 2002, 25)



A tourism product thus consists of the attractive product idea and its description, successful services process, as well as a reliable and effective service system. (Komppula & Boxberg 2002, 97)

It is not always easy to generate a creative and original name for an invention because there is so much in a name. An evocative and compelling name is the first step toward creating a brand around a product. Goal-oriented it would be by establishing positive

connections in customers' minds whenever they hear it. The name must be creative and also getting to the point in a way it describes accurately your product and effectively leave an impression with the audience. (Thomasnet 2013).

It was necessary to brainstorm for the ideas of possible tour names with Biking BA personnel. The best ideas were written down and slowly processed in the minds to carefully and thoroughly reflect upon the possible tour name. Of course a great name was expected for the tour. Since the idea was to get the universities interested in the particular tour and ideally in the future send their exchange students to Biking BA's bike tour, the decided name was *Cómo ser un Porteño –Tour*, what means How to be from Buenos Aires. People from Buenos Aires are very proud to be from the capital and they have even a proper word, *porteño*, to describe a person from the port area, or in other words, from Buenos Aires. University professors in Buenos Aires might like the fact that their own Argentinian word of the city is in a tour name and what would solely and exclusively indicate the tour of Buenos Aires. Consequently, when deciding about the use of “*porteño*” in the tour name, it ensured a genuine confidence that the response at the Universities of Buenos Aires would be positive.

### **6.3 Prototype testing & Business analysis**

The destination was selected so that the precise route would meet the requirements of a big group. Few route options were tested and the sights observed with the purpose of assessing potential stops and spacious places to park around ten bikers to talk to. Each route option was tried out various times before the decision was made of which one was about to be used as the *Cómo ser un Porteño –route*.

When testing the routes in practice, it was important to pay attention the sides of the streets on which side it would be wiser to ride on in terms of towards where the plan was to go and to stop next time. Also it was important to observe how and how quickly people were crossing roads in crosswalks and how fast were the traffic lights changing in intersections. Perhaps it should be mentioned separately that these crosswalk traffic lights change very fast so when the light turns green let's cross the road fast before it turns red again or was it even reasonable to warn. It was essential to

test routes various times to become familiar with the traffic. The route testing was partially hard and intermittently challenging regarding to the hectic weekday automobile traffic comparing to weekend traffic. For this reason the date of the tour was decided to be a weekend when most of the people are not working what means less cars and less pollution in the centre which meant it was safer and nicer to ride on the streets. In 2011 approximately 1,2 million vehicles from the province of Buenos Aires went to work to the capital in weekdays, which in turn produced more car traffic jams. Figure 10 illustrates a typical view on highways in Buenos Aires. (Clarín 2012a)



Figure 10. Typical view when cars from Province cause congestion in a highway trying to enter to the capital city. (Clarín 2012b)

Normal tours in Biking BA are running 80 per cent in bike paths so there was no exigency of riding exclusively on weekend. Instead of this tour the idea was going straight towards the Ecological Reserve and due to that reason it did not necessarily provide plenty of bike paths. Thus, the implementation was exclusively on weekends when there was considerably less busy traffic and the movement in the city had diminished considerably what made the riding on the roads available.

The economic factors, **business analysis**, and the tour prices were decided by Biking BA managers. The tour was planned for a big group of people when the income and the profit naturally would always be bigger. To provide competitive and considerable pricing for groups the best option was to let Will and Robin discuss the pricing matter. Also not forgetting the fact that they were the main marketers and they knew the accounting and break-even points of the business. The Table 3 however shows the estimated necessary costs of the new bike tour.

Table 3. The estimated necessary costs of the new bike tour for ten customers (1 USD = 6 Argentinian pesos)

<b>Estimate of cost/ 10 customers</b>	<b>Overheads</b>	<b>Single price</b>	<b>10 persons</b>	<b>2 Guides</b>	<b>Total</b>
	Handout paper	0,1	1		
	Mate herb	0,02	0,2		
	Bag of cookies	4	4		
	Alfajor	3	30		
	Guides salary	150		300	
	Lunch	20	200	40	
<b>Argentinian pesos</b>			<b>235,2</b>	<b>340</b>	<b>575,2</b>
<b>American dollars</b>					<b>95,86</b>

Cómo ser un Porteño –tour would cost approximately 95,86 dollars for Biking Buenos Aires when implemented it for desired ten customers. Taking into account that this tour lasts 3-4 hours and other tours of Biking BA’s taking the same amount of time have the single price between USD \$35-45. Hereby multiplying by 10 the new tour would gain USD \$350-450 so profit varies from USD \$254-354 after subtracting the estimated tour costs. However this tour would be sold as a package for universities so Will and Robin most likely discusses about a possible discount deal in order for the tour to be even more attractive and approachable in terms of price level.

## **7 Market testing for the new bike tour in Buenos Aires**

The tour was designed and planned but the most important factor was still missing and that was the exchange students who were about to participate as test riders. In this chapter the marketing to the students and how it worked out will be discussed. Additionally, the method of selecting them from the big number of exchange students in UADE is also described.

### **7.1 Marketing the tour to the exchange students**

The initial idea was to enter the UADE University and exhibit marketing of the new bike tour created exclusively for students. This idea was soon abandoned due to fact that the number of participants requested was relatively small and by going to the UADE it would not have been under control who would be approached and who would like to be part of the free tour. Consequently, in order to avoid confusion, I took the decision of who was invited on the tour. It was found out that a lot of people had a profile in Facebook and they were using it often. Due to the really convenient way to approach the wanted exchange students and giving them all information at the same time, the Facebook was chose as channel of distribution. Thus, the most comfortable and the easiest way was to create an event in Facebook and the event helped to reach the students who were welcome to be part of the tour. The tour was ideally implemented for a maximum of 10 people and the ideal was to have equally five men and five women, preferably with as many nationalities as possible. The idea of having many nationalities was to pursue the fact that the cycling culture might vary in different countries and the people were culturally different as well. By having several nationalities the aspiration was to gain diverse feedback and from varied aspects and different perspective.

The five men to whom the invitation was sent on Facebook were two Germans, French, and two Finns. The reason for choosing these men particularly was that I had already promised the tour to a one Finn who was the contact and a friend. The other Finn and the Germans were people with whose I was spending the most leisure time,

and of course the two Germans were the only exchange students from Germany so there were no other options of having other Germans on board. The French participant was recommended by the Finnish friend because he understood and spoke English the best of all the other French exchange students.

The five young women to whom the invitations were sent included a Spanish, French, Finnish, and two Swedish women. The reason they were selected was because there was no other Spanish exchange students except her and the Swedish women were spending a lot of time with the German men and there was no Swede selected yet. The French woman was recommended by the Finnish friend again and the Finnish woman was selected because of her dad who was a teacher at HAAGA-HELIA University of Applied Sciences. Eventually invitations were sent to people from five different countries and both genders equally.

Biking BA personnel was also on Facebook so it was easy to invite them along to this tour and simultaneously updating the information to them and to the students. One manager at Biking BA had to see the route in action, assisting in controlling the traffic and seeing its functionality for future use. Additionally there was a demand of having another staff member for taking pictures and shooting the GoPro video.

## **7.2 The product testing day**

The academic year in Argentina ended on 17<sup>th</sup> of May, thus the new tour would naturally have to be implemented prior to this date. The specific implementation date was hereby Saturday 11<sup>th</sup> May 2013. Only six exchange students out of ten participants showed up for the tour. The exchange students had an exchange year farewell party the Friday night before, consequently four of them did not materialize due to their own personal reasons. The exchange students who showed up included two Finnish men, a French man, a Finnish young woman and both Swedes. Notably, on the same day Biking BA had a big group going to the daily Ultimate City tour and a considerably large number of the bikes had some issues either with brakes or chains or tyres etc. so there was not that many good-to-go bikes to use, thus it was really fortunate that the number of student participant had decreased without notice in the same morning.

## 8 Conclusion

After the entire planning process of the bike tour, offering a nice setting of culture, exercise, history, get-together with friends, free lunch, and different way of enjoying and seeing Buenos Aires the exchange students were asked to give critical feedback in return. By creating and carrying out a pleasant day outside riding bicycles perhaps for their first time in Buenos Aires genuinely constructive feedback and honestly mentioning negative and positive aspects of the new tour could be expected from the participants.

Feedback is an essential part of development and training programmes. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement, and identify actions to be taken to improve performance. A new tour is never completed unless feedback has not been drawn from other people. All the participants responded to the tour leader by email with good critical and constructive feedback what can be found in appendices and some quotes of them below. The designer of the tour received plenty of acknowledgment from his supervisors by collecting the feedback jointly.

*“The weirdest thing we have lived in Buenos Aires (Good idea, so people can come up with funny stories and get more chilled with the others)”* – French male exchange student refers to the name game at the beginning of the tour

*“My favourite part was the eating! Super good food.”* - Finnish female exchange student

*“I felt safe throughout the ride, even in the worst traffic.”* - Swedish female exchange student

*“The idea of a get-together at Bar Seddon was great, especially if you can get some sort of discount for attendees.”* – Finnish male exchange student

*“Instructive, meaning, you focused on the most important events of the Argentine history and you made it very simple to understand. Well presented, with enthusiasm!”* – French male exchange student



In conclusion, Argentina and Buenos Aires was an amazing experience from a personal point of view as well as educationally. It was stimulating to feel part of a big million city and to be working in such an environment. This practically showed how things are done so much differently in two countries (Argentina and Finland) due to the cultural differences and infrastructural barriers although the aims are the same. For the mental growth it was significant to feel that I was never alone wherever I went. Additionally, it was interesting to discover how it was to survive and make appointments and agreements with people who did not have the same conception of time. In a new environment it was encouraging to surpass the language barriers and express oneself understandably and correctly in another language what was not my native one. Also taking into account the cultural habits, expressions and possible taboos in everyday life was very interesting

The experience, information and innovation gained from working in Biking Buenos Aires and living in Buenos Aires engendered the idea of working with tours in future and for a start in my home city of Helsinki. Socializing with foreigners and different kinds of people, showing around the city I know and simultaneously receiving daily exercise as well as getting paid for doing that was not a bad choice. For having the opportunity to make the work placement in Buenos Aires created and encouraged to approach the idea of making same kind of work in Helsinki and in time of writing (October 2013) I had received a work placement in Happy Tours Helsinki, which is an eco-tourism company that offers daily services in sustainable ways in Southern Finland.

In sum, it could be claimed that I understood to pursue the dream of working in South America in a Spanish speaking country and working in English when simultaneously both languages would ideally be improving. Succeeding to get the job I realized to be happy doing tours with e.g. bikes, however in a sustainable ways what are strongly related to my values in life.

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## Appendices

### Appendix 1. Cómo ser un Porteño – route and its stops

The 9,8 kilometres long tour was consisted of various stops telling briefly its history and showing the most important sights, tasting Argentinian food and sensing the differences between the oldest and the newest neighbourhoods and riding through the hidden ecological reserve at the easternmost point of Buenos Aires.

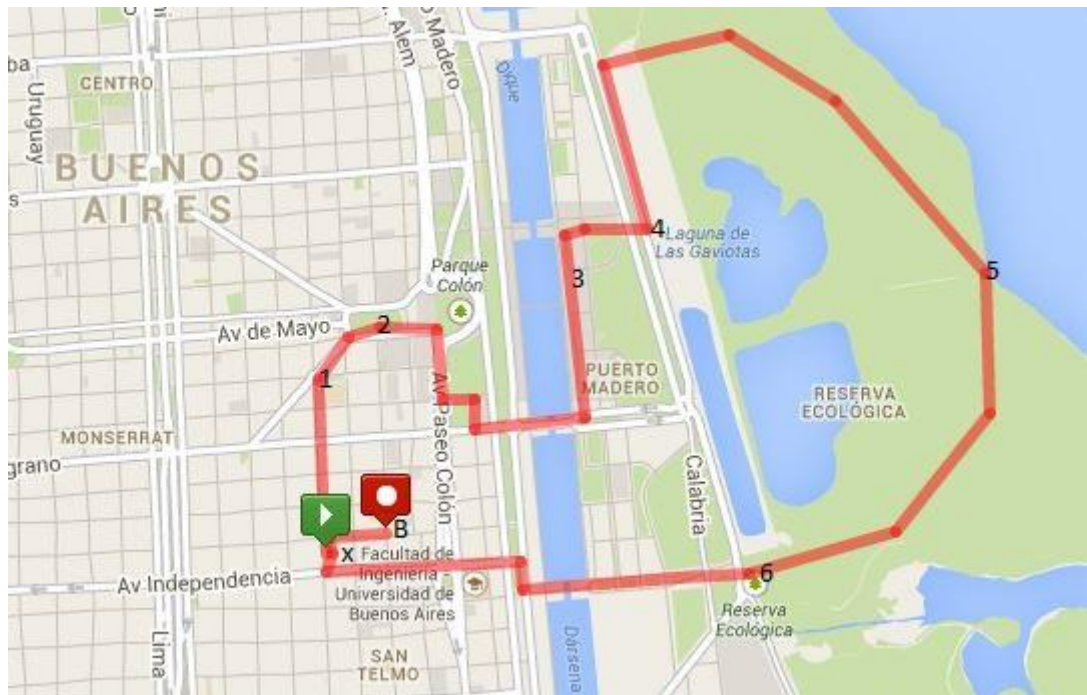


Figure 11. Cómo ser un Porteño –route and its stops

- x) San Telmo/ Perú
- 1) Julio Roca statue
- 2) Plaza de Mayo
- 3) Puente de la Mujer
- 4) Parrilla mi Sueño
- 5) "Beach" of Ecological Reserve

6) Stairs from 1932 by the main entrance of the Ecological Reserve

x) San Telmo/ Perú

B) Bar Seddon



Figure 12. Before starting at San Telmo/ Perú. Bikes in order side by side and sipping *Mate* while waiting for others.





Figure 13. In the city centre. Second stop and Plaza de Mayo.



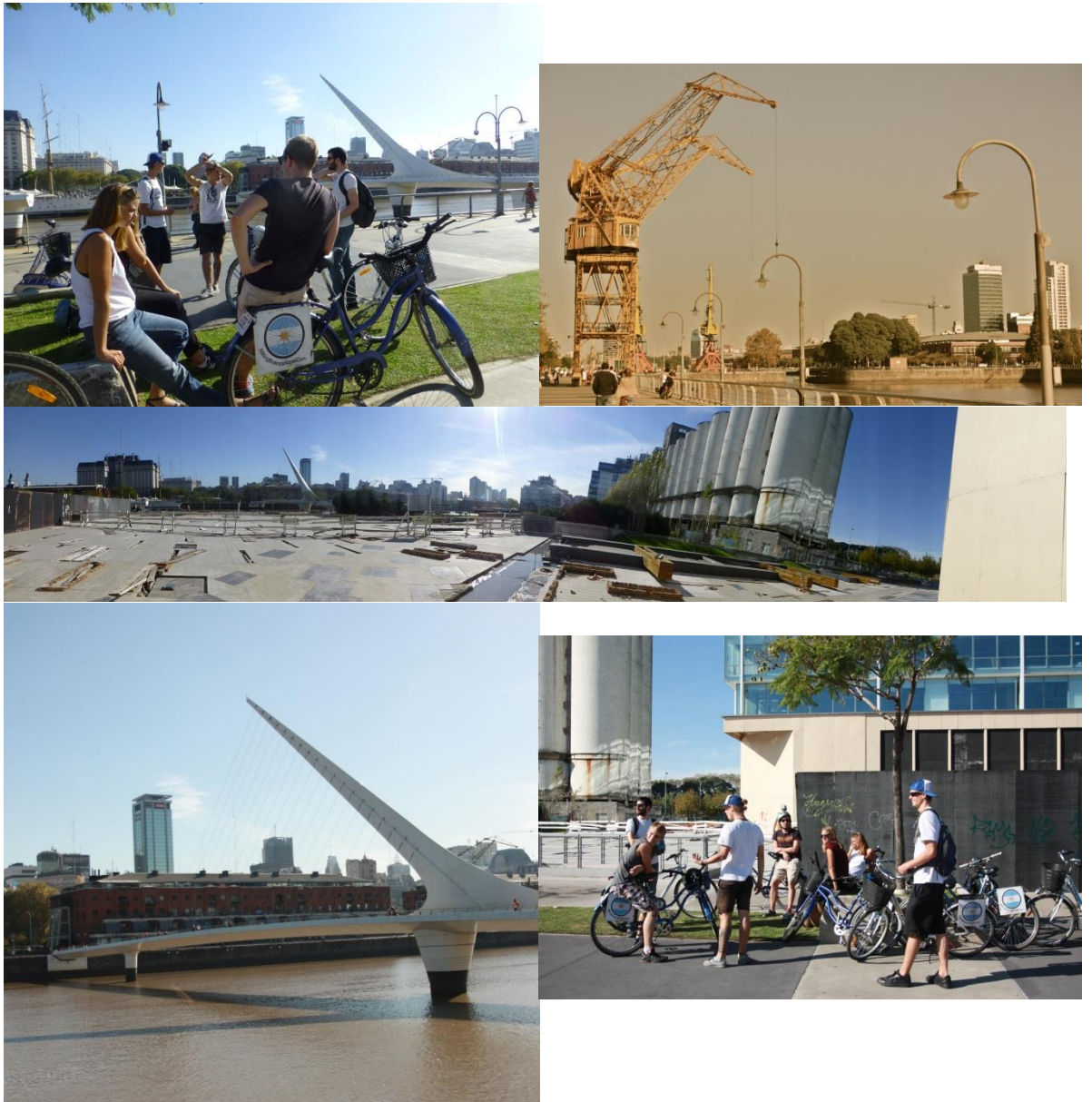


Figure 14. At the stop number 3: Puente de la Mujer.



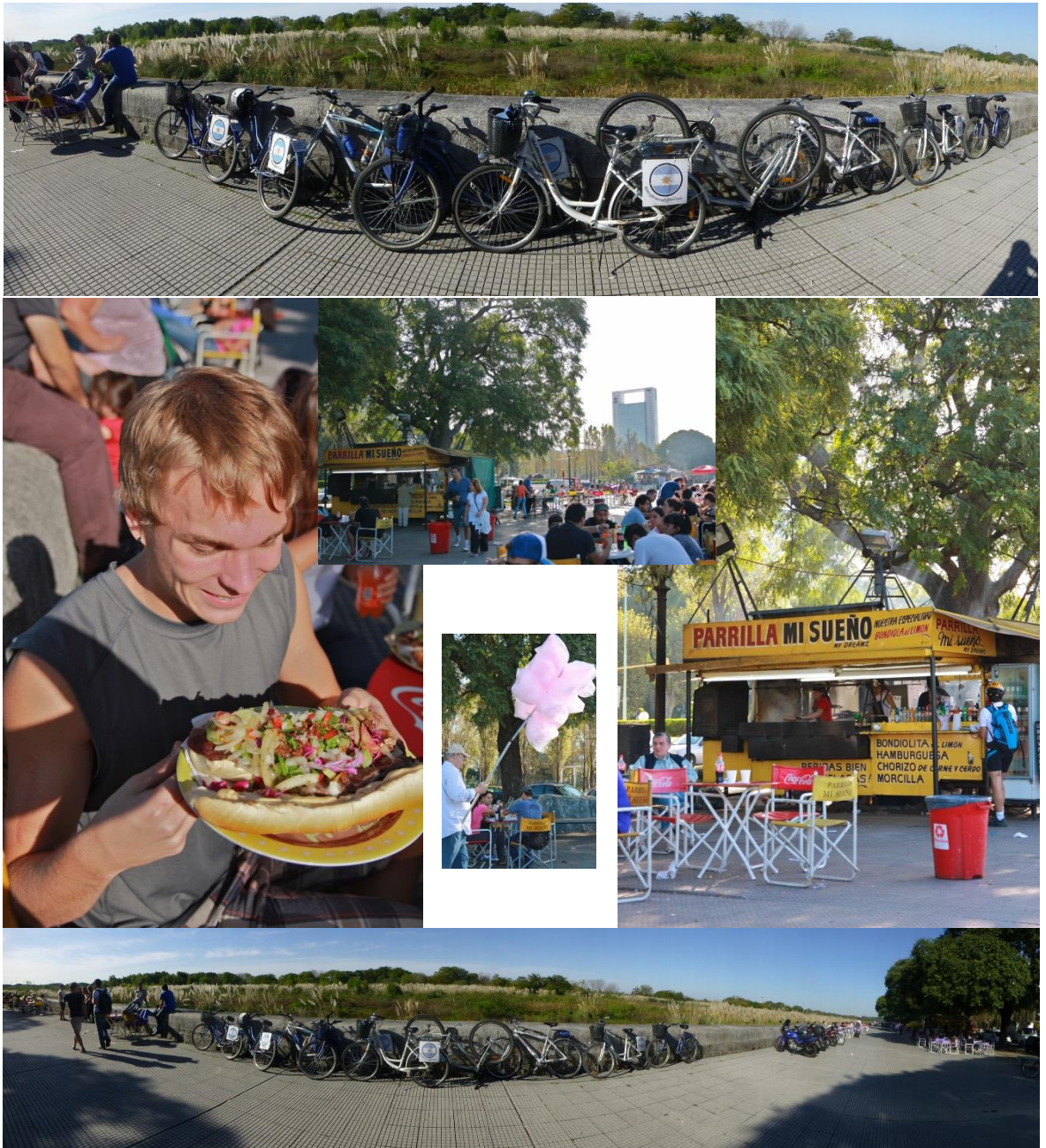


Figure 15. The stop number four and the lovely lunch.



Figure 16. Back at Perú and enjoying the surprise *alfajor* (typical Argentinian chocolate cookie).





Figure 17. At the Bar Seddon. Handout sheets distributed on the cheering table up-right and flyer table set up below.

## Appendix 2. Mate

Yerba mate, *Ilex Paraguariensis* in Latin, is a traditional Southern South American beverage. Mainly consumed in Argentina, Uruguay and Paraguay but South Brazil and in parts in Chile it is possible to find mate been drunk as well. It is prepared from steeping dried leaves of mate tree. It has the strength of coffee and health benefits of tea. It can be consumed hot, or cold, and served with milk and honey or iced with lemon and mint, adding sugar, the combinations are endless. Mate is served with a metal straw (bombilla) from a shared hollow gourd. The gourd is commonly known as mate. Water is poured down from a thermo where it stays hot or cold for a long time. (Guayakí 2013c).



Figure 18. Yerba mate drink (123RF 2013)

Figure 19. Mate preparation instructions on the left. (Guayakí 2013b)

- 1) Fill the gourd with yerba mate.
- 2) Shake the gourd gently so that the herbs recline on one side.

- 3) Insert the filtered end of the straw to the bottom of the open space to the other side.
- 4) Pour a bit of cold water to be absorbed. That helps the herb to maintain all its flavour and health features.
- 5) Add hot water, not hotter than 70˚ Celsius. Do not burn the leaves. Fill the guard until water almost reaches the top of the yerba mate and sip it through the bombilla until all the liquid is gone.
- 6) Add more hot water and share it with your friends one at a time in a circular style. Pour, pass, sip, refill, pass, sip, and so on, is basically the habit. Remember not to move the bombilla.
- 7) The mate drinking ritual carries on until yerba mate has too much watered down (lavado) and need to be changed. (Guayaki 2013a)

Mate is traditionally drunk in a social setting with your friends or family. The server (cebador) is taking the task of serving and he/ she is the one who prepares the mate and adds the yerba mate in the guard (mate) according to his/ her personal taste. The server takes always the first sip assuring it has enough sugar and/or lemon flavour and/ or mint as he wanted to have personally and making sure it is not too hot. (Gauchogourmet 2013)

Mate drunk in cold has a specific name and it is Tereré (cold yerba mate). Mostly popular in Paraguay due to the hotter weather what they have than in Argentina and Uruguay. Tereré's mate is prepared with ice cubes, cold water, and additional fruits, sweeteners and very often with fruit juice. (Ma-Tea 2013)



Figure 20. Tereré. (Ma-Tea 2013)

### Appendix 3. Follow-up email and its attachments

(Words that have been underlined were Hyperlinks what made to jump the page directly to the webpage in question when clicked the word/ words)

Hola chicos de UADE,

Thank you for biking in Buenos Aires with us! We had a great time and we hope you did too. Attached are a map of Buenos Aires and a list of our personal recommendations for ways to enjoy the rest of your time in Buenos Aires.

We also want to remind you that the next sightseeing tour you take with us, **you get 25% off (including family members and friends)**. If you liked your tour today and want to see more of the city on bike, [reserve here](#) or email us at [info@bikingbuenosaires.com](mailto:info@bikingbuenosaires.com).

Today we took photos and video of the tour as we do on all of our tours, soon we will upload the photos to our [Facebook page](#). Like us and feel free to tag yourselves and your friends.

Hopefully, you enjoyed your time today and recommend us to your friends and family in the future. Feel free to email us with any questions about traveling South America. We are always eager to share our experiences and advice.

Thanks again and enjoy your time here in Buenos Aires.

The Biking Buenos Aires Team

-----Attachment-----

Thank You for Biking Buenos Aires with us! We hope you enjoyed the tour and have a better appreciation for this amazing city!

#### **Mapa interactivo-**

A great city map to show you how to get around using Subte, colectivo, bike, or walking.  
<http://mapa.buenosaires.gob.ar/>

#### **Our Affiliates-**

Here are a few other organizations we work with in B.A. All do a great job with delivering amazing service to travelers and the community here as well. Services are all offered in Spanish and English.

**Buena Onda Yoga-** Group and private yoga studios in Chacarita, San Telmo, and Las Cañas. A portion of proceeds go to providing local children with school supplies and other support.

<http://www.buenaondayoga.com>

**Buenos Aires Futbol Amigos-** Organized soccer matches, tournaments, social events, and other soccer related outings. Mens, womens, and co-ed games and leagues are available.  
<http://fcbafa.com/en/>

**Vitruvian-** Crossfit and personal training hosted in local parks in Palermo and Puerto Madero. <http://www.vitruvianba.com/index.htm>

**Graffiti Mundo-** A non-profit organization that supports the urban artists of Buenos Aires through offering tours of their works, hosting art exhibits, and offering workshops where you can learn to make your own graffiti art. <http://graffitimundo.com>

**Wander Tours BA-** Offering a wide variety of services from futbol games and tours to airport transfers for incoming/outgoing friends and relatives.  
<http://www.wandertoursba.com.ar>

#### **Futbol (Soccer) in Buenos Aires-**

In Buenos Aires and all over Argentina futbol is serious business, and can be a topic of debate taken as seriously (or more so) than religion or politics. In any case a futbol match while in Buenos Aires is an experience not to be missed. For listing of remaining games in the 2013 season and ticket availability visit the following link.

<http://landingpadba.com/buenos-aires-soccer-tickets-2013-season/>

#### **Argentine Spanish and Lunfardo-**

**Gringo Lingo-** Landing Pad BA's blog of Lunfardo (Buenos Aires slang) and other tips on learning Spanish in Buenos Aires. <http://landingpadba.com/category/gringo-lingo/>

**Che Boldo** by James Bracken- The classic guide to Porteño slang written by an American who now lives in Argentina. The book can be found in many English language bookstores in B.A.

#### **Cultural BA-**

**MALBA-** Museum of Latin American Art Buenos Aires. Av. Figuero Alcorta, Recoleta.

A small but excellent collection of Latin American art with cyclical exhibitions and a cinema.

**Museo de Bellas Artes-** Av. Libertador 1473

Buenos Aires' collection of fine arts from masters from around the world. Exhibitions featuring famed artists such as Toulouse Lautrec, Picasso, Rodin, and many others. Free admission.

**BA Cultural-** The city's own website offering information on film festivals, concerts, and a host of other cultural activities. Check out their smartphone app for an interesting way to learn about the history and culture of the city. <http://www.buenosaires.gob.ar/aplicaciones-moviles/ba-cultural>

**Konex Cultural Center-** Sarmiento 3131 in the barrio of Abasto, 2 blocks from Ave. Corrientes.

An open air cultural center that hosts many great shows including La Bomba del Tiempo. (See below)



### Milongas (Tango clubs)-

Everyone who spends time in BA should see a milonga, a place to watch tango shows, take tango lessons, and to show off your new moves. Here are a couple of places to discover tango culture in BA.

La Catedral- Sarmiento 4006, Almagro.

Tango classes and shows every Tuesday night.

La Virtut- Armenia 1366, Palermo.

Not only can you find tango here, but classes are also offered for salsa and rock 'n roll dancing.

### English Language News-

Argentine Independent- the largest English language newspaper/website in Argentina covering issues in Argentina, Latin America, and Internationally.<http://www.argentinaindependent.com>

### Restaurants-

Argentina is known for having the best beef in the world, however in Buenos Aires you can also find restaurants serving a great variety of food from around the world and also great vegetarian options.

Desnivel- Defensa 855, San Telmo

Traditional Argentine 'Parilla' (steak house), one of the best in town.

Sarkis- Thames 1101, Villa Crespo

Delicious Middle-Eastern food with lots of vegetarian options.

Los Sabios- Corrientes 3733, Palermo

'Tenedor libre' (all-you-can-eat buffet) with Chinese, Argentine, and vegetarian options.

Fabrica del Taco- Gorriti 5062, Barrio Palermo Soho

Great tacos and margaritas (hard to find in BA) and open late.

Chan-Chan- Hipolito Yrigoyen 1390, Balvanera

Spicy and affordable Peruvian cuisine.

Buenos Aires Green- Gorriti 5667, Palermo

Creative vegetarian kitchen with great ambiance.

Parilla mi Sueños- Costanera Sur, Puerto Madero

Of all the 24-hour food carts on the Costanera this is the best. A great place to eat with the locals.

### Bars-

Magdalena's Party- Thames 1795, Palermo.

American friendly bar with great happy hour by night that also serves amazing burritos, American style breakfast, and mimosa brunch on Sundays.

La Puerta Roja- Chacabuco 733, San Telmo.

Walk through the unmarked 'red door' and find an unassuming place for microbrews and the world famous chili-bomb (jalapeño infused vodka with energy drink).

Post Street Bar- Thames 1885, Palermo.

This graffiti artist hangout features amazing stencil art from ceiling to floors and even an artists studio and exhibition gallery where you can take home something by BA's greatest street artists. A great place to enjoy a cold beer and free 'pochoclo' (popcorn).

Bar de Roberro- Bulnes 331, Almagro

A non-pretentious tango bar and great place to see live unplugged tango.

### Going out in BA-

Buenos Aires has some of the best nightlife in the world, here are a few suggestions for places to get a taste of 'la noche porteña'. The following is our guide for great nightlife throughout the week. For tips on nightlife etiquette check out our friends at Landing Pad BA. <http://landingpadba.com/la-basics-nightlife-etiquette/>

### Monday-

Bomba de Tiempo Centro Cultural Konex- Sarmiento 3131, Abasto.

[www.labombadetiempo.blogspot.com.ar](http://www.labombadetiempo.blogspot.com.ar)

Latin rhythm drum and dance party with guest musicians- a must see in BA!

#### **Tuesday-**

Hype @ Kika Honduras 5339, Palermo. <http://www.hype-ba.com>  
Electronic, indie dance, dubstep, hip hop, moombathon, & house. (Steve Aoki - Monday, Mar. 29)

#### **Wednesday-**

Rio Café (Honduras 4772, Palermo)

Ultra-trendy DJ's play a great mix of electro jams for a crowd of hipsters, wannabe hipsters and those who complain about the hipsters.

#### **Thursday-**

Club 69- Club Niceto- Av Cnel. Niceto Vega 5510, Palermo Hollywood.

The long running Thursday party in B.A. Electronic, cumbia, live bands, and international guest DJ sets.

#### **Friday-**

Rumi- Av. Figueroa Alcorta 6442, Palermo.

A favorite hangout of Buenos Aires elite including model, celebs and big name DJ's.

#### **Saturday-**

Pacha- Av. Rafael Obligado 6151, Costanera Norte

The place where the glamorous porteños go. Electronic and chill out often featuring International DJ's.

#### **Sunday-**

Makena Cantina Club- Fitz Roy 1519, Palermo.

End the week with Funk, Soul, R&B, and Hip Hop night in Palermo.



## Appendix 4. Handout sheet

### Cómo ser un Porteño –Tour/ Handout

#### Good to know

- Porteño is a person who is from Buenos Aires. Of the Port
- Blue dollar (Xoom.com & exchange4free)
- SUBE card
- Local busses 24h
- Everything home delivery (buenosairesdelivery.com)
- Don't call attention to yourself on the streets with heavy jewellery and expensive cell phones
- The one thing locals don't like is comparing Argentina to your homeland
- Corruption exists
- Power wattage is 220V (in U.S = 110)
- Apple products are extremely difficult to find and are expensive

#### Get ready for

- Long distance buses are often late and cold inside
- Pick pocketing especially in Subte (Subway)
- Wear your backpack on your front when you are in subway
- Public transportations might be full that you do not even get in (rush hours; 8-11 & 17-19)
- Putting money in two places/ pockets
- Cacerolazos: Protests in which citizens bang pots and pans to show their lack of faith in current govt. policy
- Feriados (most public holidays in the world)
- Taxi drivers giving false bills
- When asking for directions, you might be pointed in wrong direction

#### Lunfardo/ Argentine slang

- Viste = You know? (Filler word). Literal translation = You saw or question: Did you see?
- Che = Dude, hey,
- Boludo = Fool, dude
- Pibe = Kid, dude
- Es lo que hay = It's what there is, it is how it is
- Que se yo = What do I know
- Chamuyo = Sweet talking
- Quilombo = A mess
- Copado = Cool
- Mira vos = Look at you
- Buena onda = Good vibe
- Mala leche = Bad luck
- Posta = For real



#### Gestures

- Ojo !!
- QUE !! / What the f\*\*\* !!
- Veni !!
- Perfect !!
- Get outta here !!
- I don't know, I have no idea !!



## Appendix 5. Feedback from exchange student participants

### Feedback after the bike tour

All the positive stuff:

- Well organized, meaning:
  - Ready to start right way, with the bikes, the helmet, the bottles of water (Nice to think about that, by the way)
  - Good coordination between each one of the organizers (the ones leading the bike tour, the ones watching if the bikers are OK)
  - The tour was known by heart, no issues encountered with a wrong road taken or something like that.
- Good Introduction:
  - Names, ages
  - The weirdest thing we have lived in Buenos Aires (Good idea, so people can come up with funny stories and get more chilled with the others)
  - Super nice to offer mate and something to eat (*"para picar rapido"*), and very friendly from the beginning to the end (The first impression always count, right?)
- The "bike part" of the bike tour:
  - Very pleasant, we didn't bike too much at all
  - We saw the most important monuments, in my opinion (And the area was secured, not everyone wants to go to La Boca, so you wouldn't bring them there)
- The "sightseeing" part of the bike tour:
  - Honestly, not too long
  - Well presented, with enthusiasm, not taking yourselves too seriously, too (I'm talking about the others as well)
  - Instructive, meaning, you focused on the most important events of the Argentine history and you made it very simple to understand
- The "lunch part" of the bike tour:
  - GOOOOOOOOOOOD
  - Filling
  - Customizable (So you're sure everybody is going to eat something)
  - Outside, it's perfect
  - Close to the next place we're going to go, so useful to present it a little bit before
- The bar at the end:
  - Nice place, close to the garage, cool to relax
  - Good opportunity to get to know the people who subscribed to the tour
  - Liked the idea of showing other places, other activities possible to do in Buenos Aires, etc

What could probably be better:

- Maybe we could have biked a little bit more before the Ecological Reserve
- During lunch, you guys could have been more yourselves than the Organizers (if you know what I mean), a bit more informal

Figure 21. Feedback given by the French exchange student participant.

Hello. I liked that there was included the bondiola and mate in the tour. I liked that the first stop was at the map so you can get an idea of where we are heading to and the city itself. The mate thing it could be nice to have at the beach as well, it could be good place to enjoy it too. Nothing negative things come up to my mind, you did a great tour. In Plaza of May you told a lot of history so just liked to remind that do not get too excited of telling everything but, of course, I have been in your tour before and I already knew those things so maybe that affected to that I stopped listening at some point but I guess the new students would be interested to know the things what you told there! When walking after the tour towards Bar Seddon maybe it could be nice to add that the Sunday Fair market is on that Defensa street every Sunday. My favourite stop was the Parrilla no doubt! Then of course as I like a lot of football I would have liked to go to La Bombonera and moreover I think La Boca is a neighbourhood what would be nice to see from the beginning rather than Ecological Reserve. The paper what you gave us in the bar was really great<3

It was great! The relaxed atmosphere and low pace were well suited for a student tour, and the route was interesting especially for someone who is not that familiar with Buenos Aires. Also it leaves out some cool places - out encouraging them to maybe take a second tour with the discount you offer. The idea of a get-together at Bar Seddon was great as well, especially if you can make a deal to get some sort of discount for attendees. I also like the idea of uploading the photos to Facebook afterwards, and that way you also get free promotion. :)

The free parilla sandwiches were awesome, and probably came at the right time. I really can't think of any good critique right now, as I enjoyed it so much and am swarmed with school work. (no I am not) Maybe you should have let me look into the turtle pool or what the heck ever that was.

Thanks again

Once again, thank you for last time, and sorry for a late answer/feedback!

Over all, I think the tour was great. Nothing to complain about and the whole day was very nice! It felt really secure to bike with you, even though I have never been on a bike in Buenos Aires streets before. You all took very good care of us and knew a lot about the places we were visiting!

The tour was very well planned, the stops are good "landmarks" to know about (Plaza the Mayo and Puerto Madero) when you're new in town. I really liked biking in Costanera Sur (that was my favorite part), and also having lunch there and learn about "the boss" on the lane. Good that you stopped by the map in the beginning as well, and introduced the bike life in Buenos Aires and the places we were going to.

So, in short, what I liked about the tour:

- GOOD GUIDES!
- good stops
- Interesting facts
- good lunch (first time i tried Bondiola!)
- Great nature in Costanera Sur
- Good idea to finish with a beer
- Great hand-outs in the end of the tour for the new students to know where to go in the beginning!

There was nothing that I didn't like about the tour. One suggestion for the new students might be to give them a map with all the places we stopped at during the day. If they are supposed to be more or less brand new in town, they might need that to remember where they went.

Maybe you could also add some tips on other good places to bike in BA (if you have any special tips you want to share), on the hand-outs.

I was very happy with the day, so I'm sorry I don't have more feedback for you. But it actually just means that you did an excellent job with the tour!

sorry being a lazy ass, but I've had some hassle going on since school is ending and stuff hehee.

I'm really having hard time trying to find anything negative about the tour. I liked a lot the beginning with getting to know each other, telling weird things about Argentina and maté. It made the atmosphere very chillaxed. First stop by the map was useful.

My favorite part was the eating! Super good food. And I'm glad I can show the place now to my friends as well. Same with the BA beach - those two are places where people who just arrived to BA maybe wouldn't find easily. One place to enjoy maté could've been in the beach?

Beer in the end I also liked. I'd have liked it a lot more without the hangover. But yeah, when new people are coming to BA it could be a nice way to make friends, talk about the tour, ask questions etc.!

Thanks again! I had a lot of fun!

HOLA!

Thanks again for an awesome day!

I really have nothing to complain about, but will try to come up with some useful feedback.

My favorite place was at Costanera Sur, I thought it was a nice break from the traffic in Buenos Aires. Also PuertoMadero was a great place to visit. Since we live on the other side of the town we are not often in that part of Buenos Aires.  
Lunch was delicious, fun with typical Argentine.

I would also like to add that I felt safe throughout the ride, even in the worst traffic.  
Great with water bottle and helmet!

And the ending of the day was very nice, fun to finish with a few beers together.

Besos!

Figure 22. Five received feedbacks more from the exchange student participants.



## **Appendix 6. Cómo ser un Porteño –tour proposition to Universities and the attachment**

Buenas tardes,

Nos dirigimos a ustedes de Biking Buenos Aires con el fin de presentarles nuestra empresa. Somos una compañía de tours en bicicleta en Buenos Aires. Desde el 2010 hemos ofrecido tours por la ciudad en bicicleta. Ofrecemos muchos recorridos diferentes a clientes de todas edades, nacionalidades y también proveemos tures a otras Universidades y programas de intercambio como IES y CEA. Es por eso que nos gustaría ofrecer nuestros servicios como otra opción para los estudiantes cuando lleguen a Buenos Aires, como es una excelente forma para conocer la ciudad.

Nos gustaría compartirles más información sobre nosotros y sobre el tour diseñado a los nuevos estudiantes de intercambio de Buenos Aires en un archivo adjuntado (Cómo ser un Porteño -tour). Información sobre todos los tours que ya ofrecemos a los turistas se puede encontrar en [nuestra página de web](#). También nos gustaría invitarlos a que lean los comentarios que otras personas hicieron acerca nosotros en [Tripadvisor](#).

Nos gustaría poder coordinar una reunión con ustedes sobre cómo podemos trabajar juntos y ofrecer un tour para los estudiantes en su programa. Quedamos a su disposición para coordinar una reunión y hablar un poco más de las opciones y posibilidades en trabajar en conjunto. Además si desean saber algo más sobre nosotros no se duden a contactarnos.

Desde ya, muchas gracias por su tiempo y aguardamos respuesta.

Saludos cordiales,

Anssi Tapola

Biking Buenos Aires

---Attachment---



Website: [www.bikingbuenosaires.com](http://www.bikingbuenosaires.com)

Email: [info@bikingbuenosaires.com](mailto:info@bikingbuenosaires.com)



[Bikingbuenosaires](https://www.facebook.com/Bikingbuenosaires)



[Bikingba](https://twitter.com/Bikingba)

### **Cómo ser un Porteño – Tour! Buenos Aires con bicicleta!** **Tour particular para programas de intercambio**

Desde 2010 nosotros de Biking Buenos Aires manejamos tours con bicicleta en la ciudad. Nos gustaría proveer una experiencia linda e inolvidable para los estudiantes de intercambio que vienen a estudiar a Buenos Aires. Nosotros somos expatriados y creemos que por tanto podemos relacionarnos bien con la sensación de venir a la capital porteña por primera vez. Nuestro objetivo es hacerles sentirse en casa como ya nos sentimos nosotros. Seguridad y buen servicio al cliente son nuestras prioridades. Abajo se puede fijar más información sobre el tour personalizado que les ofrecemos.

#### **Tour (3 horas) + Descanso social en un bar cautivante**

Salimos desde San Telmo y recorremos las zonas de Puerto Madero, Costanera del Sur, Reserva Ecológica y la Plaza de Mayo. Paramos en Puerto Madero para mostrar uno de los barrios más nuevos de la ciudad y explicarles la relación a los porteños. Pasamos por la Reserva para respirar aire fresco, sentir la naturaleza y mirar “la playa” Bonaerense. Disfrutamos del almuerzo Argentino en Costanera Sur y con la panza satisfecha nos vamos hacia la Plaza de Mayo. Allí les contamos de la historia Argentina, mostrar lo que hay alrededor de la plaza y explicar la ceremonia del mate y también dejar probárselo. Después del tour entramos a un bar donde hacemos una presentación de diapositivas y enseñar más sobre las costumbres y la cultura Porteña, Che. Además es una oportunidad perfecta para conocerse mejor y hacerse amigos entre sus mismos.

#### **Incluye:**

Bicicleta, casco, agua, guías, almuerzo, merienda (yerba mate y galletitas).





**Todos miembros del Staff  
pueden ir de forma  
gratuita**

Por cualquier pregunta, no  
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